

1 delivering ~~content~~ an opportunity to said user in response to  
2 said constraints of said point of contact, said profiled past and  
3 said current actions.

1 2. (original) The method of claim 1, wherein said step of  
2 determining in the moment point of contact comprises the step of  
3 determining constraints of a current fingertip touchpoint of said  
4 user.

5 3. (original) The method of claim 2, wherein said touchpoint  
6 comprises a cell phone, kiosk, personal digital assistant device,  
7 laptop computer, terminal, or desktop computer.

a1  
8 4. (original) The method of claim 1, wherein said point of  
9 contact constraints includes a location indication.

10 5. (original) The method of claim 4, wherein said location  
11 indication includes global positioning system coordinates.

12 6. (original) The method of claim 1, wherein said profiled past  
13 includes a demographic profile.

14 7. (original) The method of claim 6, wherein said demographic  
15 profile is assumed.

16 8. (original) The method of claim 7, wherein said demographic  
17 profile is assumed based on anonymous demographic data supplied  
18 by a third party.

19 9. (original) The method of claim 6, wherein said demographic  
20 profile is layered.

21 10. (cancelled).

22 11. (currently amended) The method of claim ~~10~~ 1, wherein said  
23 purchased data is lifestyle or lifestage views of users based on  
24 a baseline parameter.

25 12. (original) The method of claim 11, wherein said baseline  
26 parameter is a block or group.

27 13. (original) The method of claim 1, wherein said profiled past  
28 includes data generated by datamining of navigational and  
29 transactional information, or user submitted data, or purchased  
30 data, or combinations thereof.

31 14. (original) The method of claim 1, wherein said current  
32 actions includes transactions.

33 15. (original) The method of claim 14, wherein said transactions  
34 includes listings of purchases or payments or returns.

35 16. (original) The method of claim 1, wherein said current  
36 actions includes clickstream data.

37 17. (original) The method of claim 16, wherein said clickstream  
38 data includes page hits, sequence of hits, duration of page  
39 views, response to advertisements, transactions, or conversion  
40 rates.

41 18. (original) The method of claim 1, wherein the step of said  
42 delivering said content comprises the step of sending a  
43 personalized web page to said user.

44 19. (cancelled)

45 20. (original) The method of claim 1, wherein said content is  
46 delivered by converting said point of contact constraints into a  
47 take action opportunity.

48 21. (currently amended) A system for personalizing content  
49 delivered to a user, comprising:

50 means for determining a point of contact device of said user;

51 means for retrieving a profiled past of said user including  
a/ 52 purchased data;

53 means for retrieving current actions; and

54 means for delivering ~~content~~ an opportunity to said user in  
55 response to said point of contact device and said profiled past  
56 and said current actions.

57 22. (currently amended) A server having a web site for providing  
58 personalized content to a user, comprising:

59 a computer processor having server software installed for  
60 processing a web site having content;

61 means for determining a point of contact device of said user;

62 means for retrieving a profiled past of said user including  
63 purchased data;

64 means for retrieving current actions; and

65 wherein said server software is adapted for delivering said web  
66 site content personalized to said user as an opportunity in  
67 response to said point of contact device and said profiled past  
68 and said current actions.

69 23. (currently amended) A computer program product for  
70 instructing a processor to provide a web site accessible by a  
71 user having a point of contact device, said computer program  
72 product comprising:

73 means for determining said point of contact device of said user;

74 means for retrieving a profiled past of said user including  
75 purchased data;

76 means for retrieving current actions; and

77 wherein said computer program product is adapted for delivering  
78 web site content personalized to said user as an opportunity in  
79 response to said point of contact device and said profiled past  
80 and said current actions.

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#### REMARKS

Independent claims 1, 21, 22, 23 are amended above to require purchased data in the retrieved profiled past, and to require the delivered content to be an opportunity. Such amending is supported in Applicant's specification on page 12 lines 1 - 9 and page 13 line 15 to page 14 line 22. Support is also found in Applicant's originally submitted claims 10 and 19 respectively. No new matter is introduced.